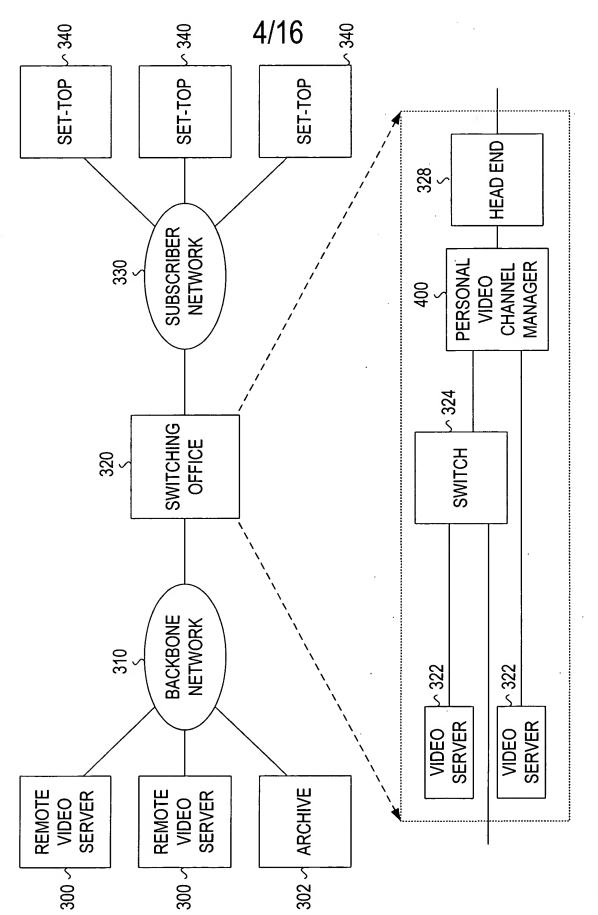


FIG. 3



.. !!

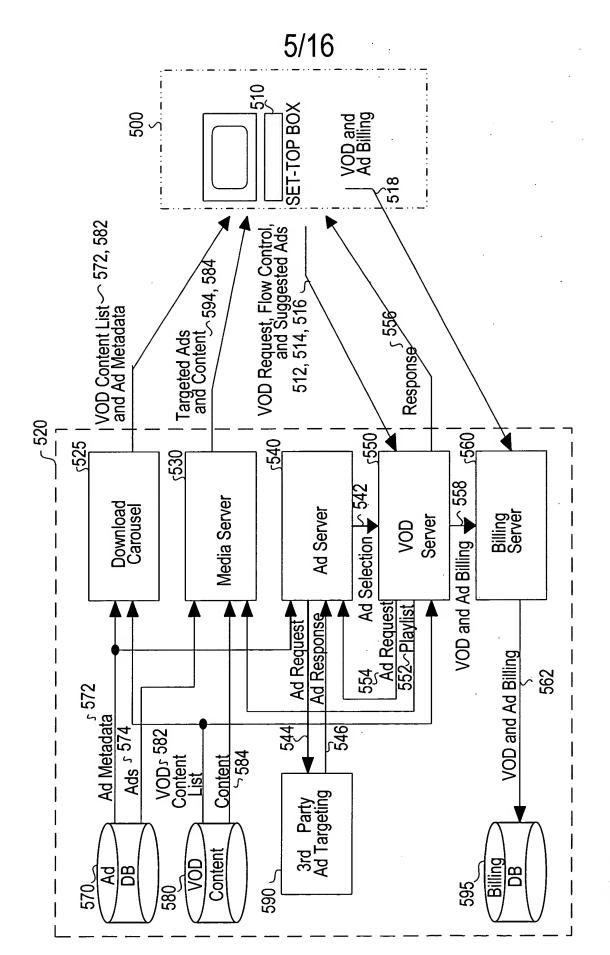
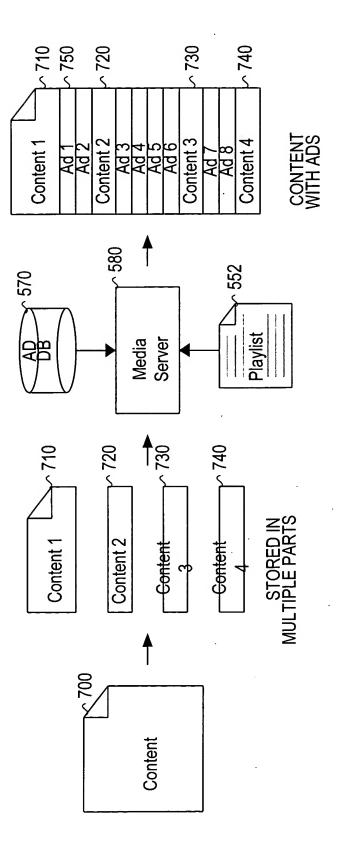


FIG. 5

6/16

009	610	620	630
<b>\</b>			<b>→</b>
Media Name	Type	HHMMSS	URL
Ford Focus	Ad	000000	\\media \ads\ford \focus.mpg
Green Giant Corn Ad	Ad	000000	\\media \ads\pillsbury \corn.mpg
Lord of the Rings	Preview	000300	\\media \previews \newline \lordofrings.mpg
Scary Movie II	Movie	012200	\\media \movies \disney \scarymovie2.mpg
Ford ZX2	Ad	000000	\\media \ads\ford \zx2.mpg
Progresso Soup	Ad	000000	\\media \ads\pillsbury \progresso.mpg

7/16



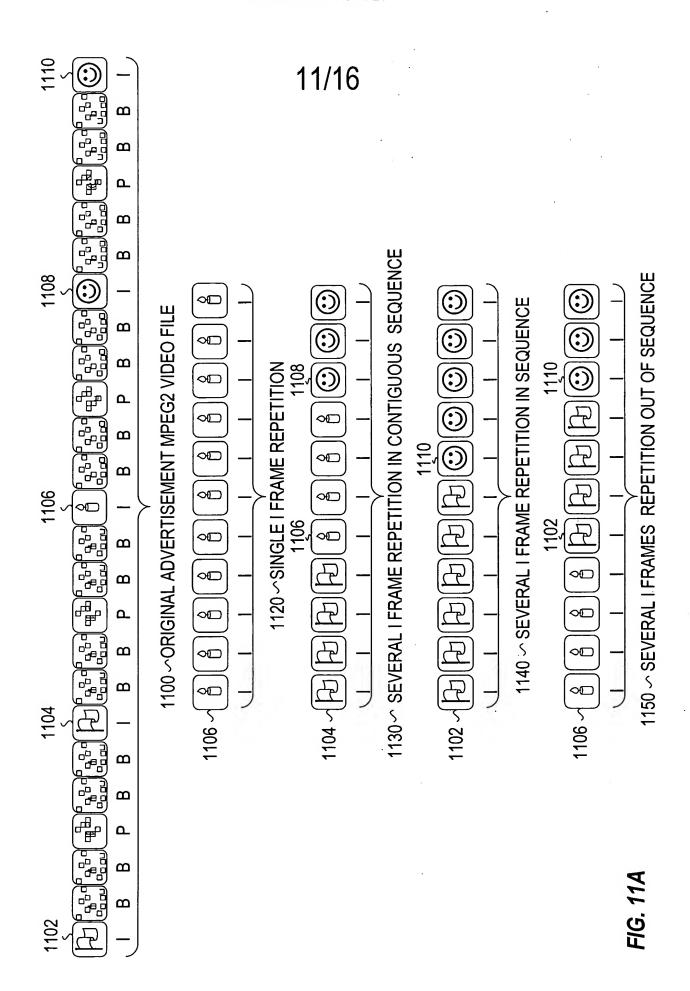
8/16

	REPLACE AD IN PLAYLIST WITH LOCAL REFERENCE				og N.MPG ▲
	lbG			URL	\\MEDIA\ADS\FOCUS.MPG \\LOCALHOST\ADS\CORN.MPG \\MEDIA\MOVIE\SCARY2.MPG
URL	\\MEDIA\ADS\FOCUS.MPG \\MEDIA\ADS\CORN.MPG \\MEDIA\MOVIE\SCARY2.M			SOURCE	MEDIA SERVER AD QUEUE MEDIA SERVER
DURATION	000030 000030 012200		IST	DURATION	000030 000030 012200
INDEX	001 002 003	:	NEW PLAYLIST	INDEX	000 003



				9/1	6		
REPLACE AD IN PLAYLIST	WITH SHOW VERSION						<b>V</b>
URL	\\MEDIA\ADS\FOCUS.MPG	\\MEDIA\ADS\CORN.MPG				URL	\\MEDIA\ADS\FOCUS_ADHANCE.MPG\\\\MEDIA\ADS\CORN.MPG
DURATION	000030	000030			IST	DURATION	000030
INDEX	100	005	:		NEW PLAYLIST	INDEX	001

INDEX	DURATION	URL	ALTERNATE URL
001	000030	\\MEDIA\ADS\FOCUS.MPG\\\MEDIA\ADS\CORN.MPG	\\MEDIA\ADS\FOCUS ALT.MPG \\MEDIA\ADS\CORN ALT.MPG
:			



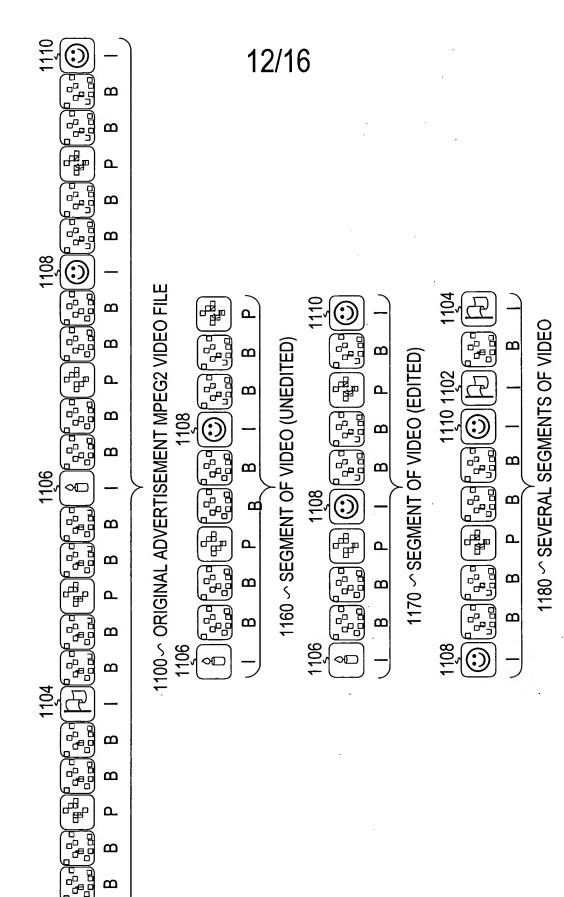


FIG. 11E

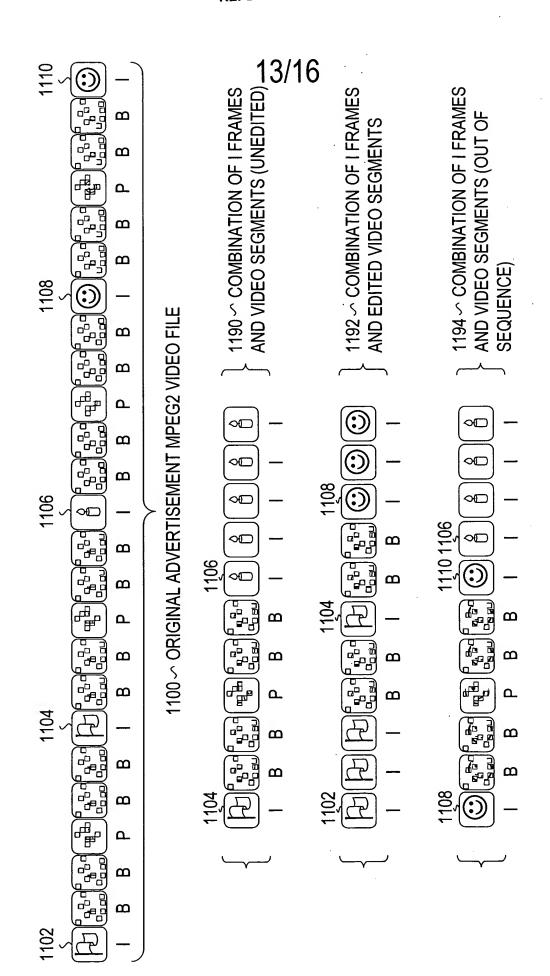
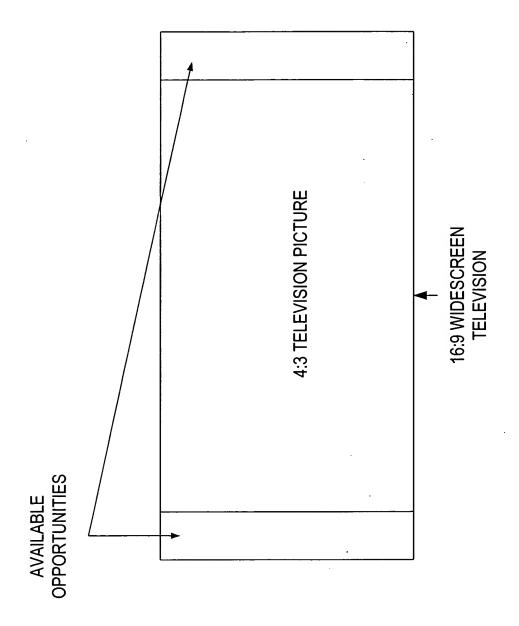


FIG. 11(

14/16



15/16

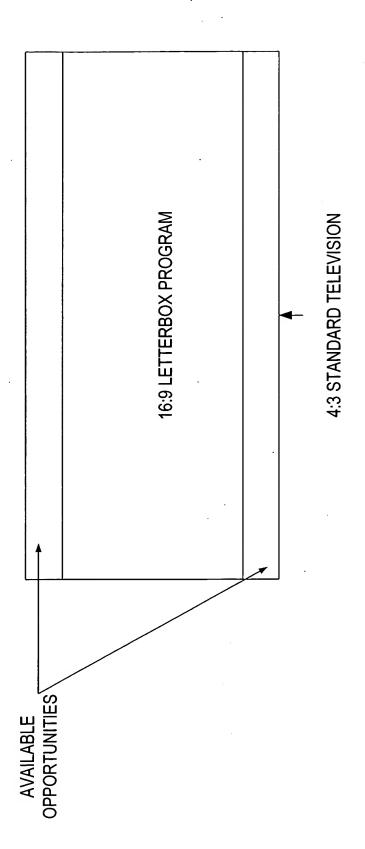


FIG. 13

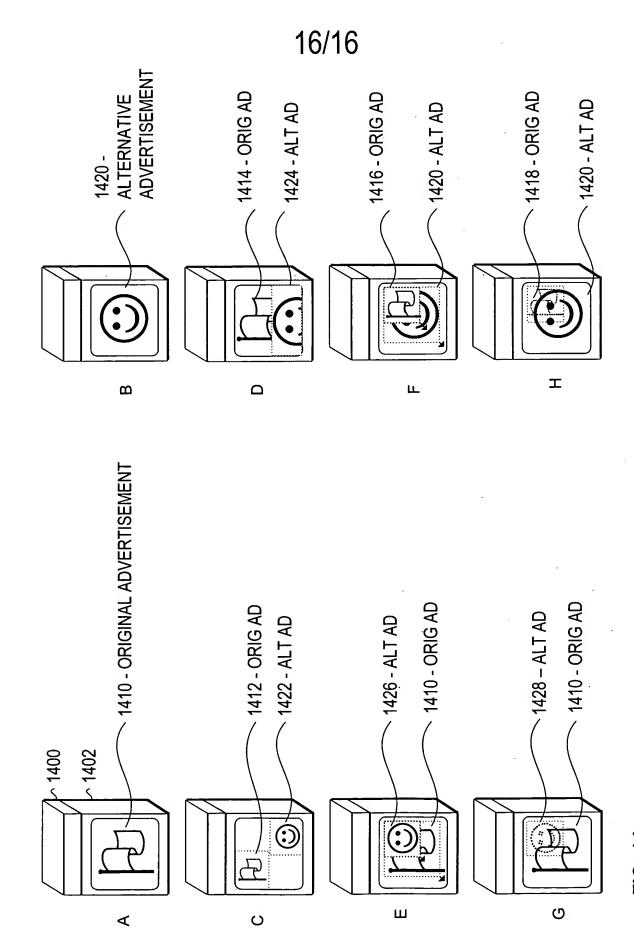


FIG. 14